

NEW HAMPSHIRE STATE LIQUOR COMMISSION
AGENDA
April 8, 2009

I) ACCEPTANCE OF MINUTES FROM THE MARCH 25, 2009 NH STATE LIQUOR COMMISSION MEETING (No meeting on April 1, 2009)

II) ADMINISTRATIVE SERVICES REPORTS

- 1) Administrative Issues
- 2) Financial Report
- 3) IT Report
- 4) Human Resources Report

III) MARKETING AND SALES REPORT

- 1) Store Operations
- 2) Merchandising Report

A. SPIRITS:

- 1) Test Market Results
- 2) Test Market Requests:
 - a. Dragon Berry Rum, 750ML
 - b. Castillo Spiced Rum, 1.75L
 - c. Southern Comfort Hurricane & Southern Comfort Sweet Tea, 1.75L
 - d. Finlandia Tangerine Vodka, 750ml
 - e. Seagram's Rum, 1.75L
 - f. Glenmorangie Astar, 750ml
 - g. Jack Spiced Rum No. 94, 750ml
 - h. Sweet Carolina Peach Sweet Tea Vodka, 750ml
- 3) Addition of Liter to Retail
- 4) TABLED ITEM: Depletion Allowance Schedule
- 5) May E-Coupons
- 6) May Special Sale
- 7) May Special Offer

B. WINES:

- 1) May Special Offers:
 - a. Pine State Trading Company
 - b. Southern Wine & Spirits
- 2) Appeal on Removal from Retail of R. Stuart Autograph Pinot Noir
- 3) May E-Mail Alert Coupons:
 - a. E & J Gallo Winery
 - b. Horizon Beverage Company
 - c. Southern Wine & Spirits
- 4) E & J Gallo Winery Gift Card Promotion for May, 2009
- 5) Close-Outs:
 - a. MS Walker
 - b. Perfecta Wine Company
 - c. RP Imports
- 6) New Item Roll Out Request:

- a. Beringer California Collection – May & June, 2009
- b. Marcus James – May & June, 2009
- c. Colores Del Sol – May & June, 2009
- d. Two Oceans – May & June, 2009
- e. Xplorador – May & June, 2009
- 7) Recommended Wines for Distribution to Selected Stores
- 8) Recommended Wines for Distribution to Selected Stores
- 9) Southern Wine & Spirits Special Purchase offer on Yellow Tail RSV
- 10) Foster's Wine Estates Aussie Wines Purchase & Sweepstakes
- 11) 1934 Special Pricing May 14 to 25th
- 12) Primary Source: 5 Exclusive - 12 Imported (memo dated 3/3/09)
- 13) Primary Source: 13 Exclusive – 7 Imported (memo dated 4/6/09)

C. INFORMATION ONLY:

- 1) Product Promotion
 - a. 360 Vodka
 - b. Cabin Fever Maple Spirit Liqueur
- 2) Store Tastings:
 - a. Farnum Hill Ciders
 - b. Horizon Beverage Dry Tastings – Bonterra Wines
 - c. Horizon Beverage – Beringer Wines
 - d. Martignetti – Miscellaneous Wines
 - e. MS Walker – Yalumba Wines
 - f. RP Imports – Miscellaneous Wines
 - g. Southern Wine & Spirits – Sterling & Rosenblum Wines
 - h. Southern Wine & Spirits – Casa Lapostolle Wines
 - i. Southern Wine & spirits – Hazlitt Red Cat Finger Lakes
 - j. Wineberries – McManis Cabernet Sauvignon
& Phillips Seven Deadly Zins

IV) ENFORCEMENT & LICENSING REPORT

V) CHAIRMAN'S REPORT & LATE ITEMS

- A. Bailment Requests
- B. Coupon Approvals
- C. Late Items/Other

VI) EXECUTIVE SESSION

Two items for Executive Session